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Ways to Analyze Financial Potential Based on the Balance Sheet

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Abstract: The importance of accounting balance information and ways of their effective use in quick analysis and assessment of the economic potential of economic entities are mentioned in the article. The issues of improving the method of express analysis through the quantitative calculation of production and financial potential, which are considered important components of the economic potential of the enterprise by external information users are covered.

Key words: balance sheet, economic potential, financial potential, production potential, express analysis.

Particular attention is paid to ensuring stable and balanced economic growth in our country, improving the efficiency of economic reforms, identifying new growth points with a deep analysis of the current state of socio-economic development of territories, and adequately using the existing economic potential. This assumes the development of methods for further improving the methodology for correctly and efficiently assessing the economic potential of operating economic entities, setting new growth points by identifying existing opportunities and hidden reserves, reshaping the current system of indicators based on the main directions of economic growth, and analyzing economic potential from the point of view of increasing investment attractiveness.

Particular attention is paid to ensuring stable and balanced economic growth in our country, improving the efficiency of economic reforms, identifying new growth points with a deep analysis of the current state of socio-economic development of territories, and adequately using the existing economic potential. Now, "the implementation of a unified system for assessing the complex and proportional socio-economic development of territories, the efficiency of using natural raw materials resources, economic and investment potential, as well as other comparative advantages of territories" [1] is established as one of the priority tasks. Therefore, the adoption of investment and business decisions through the analysis and assessment of the economic potential of business entities is one of the important supports of economic development. This entails conducting separate scientific research in this direction, including a quick assessment of the activities of an economic entity by external information users, that is, the effective use of express analysis.

Many economic sources give different views on economic potential, arguing that economic potential and its effective use are important for the functioning of the enterprise. However, the results of the research

carried out indicate that indicators that represent economic potential in the literature on the field and in practice are mistakenly applied with indicators that represent various other potential. In addition, it can be seen that there are also serious shortcomings in the calculation of indicators that represent economic potential, many factors formed under the influence of the conditions of the digital economy are not taken into account in accounting processes. The presence of different approaches among Economist scientists on this issue makes it even more complicated to come to a clear solution in this regard.

An important tool for studying each other in economic relations between enterprises in the context of a competitive economy is the balance sheet. The balance sheet occupies a central place in the financial reporting system. The balance sheet provides economic information about the resources of the subject (assets), claims made to resources (liabilities) and the share owned by the owner of the property (private equity). The result of observations shows that the economist specialists of many enterprises and organizations do not have enough knowledge of the balance sheet, which is the most important source of assessing the financial condition of enterprises. On the basis of balance sheet data, there are various methods of assessing the economic potential of an enterprise, one of which is the method of express analysis.

Below we will try to highlight the procedure for drawing conclusions about the financial situation of the enterprise based on an express analysis of changes in the active and passive articles of the accounting balance sheet.

Fixed assets are an important substance in industrial enterprises that determines the production potential of a balance sheet asset. The increase in the amount of this article is a positive case, commenting on the correct organization of financial management, the fact that an active investiture policy is being pursued, the renewal or reassessment of the main tools. And the decrease in the amount of fixed assets represents such cases as their spiritual and material depreciation, depreciation, deficit of financial resources.

In the article intangible assets, the right to ownership of inventions, industrial samples, the presence of useful models explains the high capacity of the enterprise for innovation, the application of advanced technologies, the presence of trademarks and trademarks, the high marketing position of the enterprise. Only a large amount of organizational costs negatively affects asset liquidity. The complexity of determining the value of intangible assets leads to an increase in the probability of errors in them.

The amount of long-term investments indicates the presence of investments in the authorized capital of other enterprises. The effect of these assets is explained by the growth of income from financial activities.

The necessary level of the amount of production reserves indicates that the production is adequately supplied with raw materials and materials. However, the fact that this article is too high (except for enterprises operating seasonally) means that the efficiency of the use of financial resources is low, the amount of material costs increases.

A sharp increase in the substance of the finished product indicates the presence of problems with the sale of products, a decrease in demand for the product of the enterprise.

The fact that the amount of the item of debt of buyers and customers is several times smaller than the net income from sales, as well as greater than the amount of debt to suppliers of goods, explains the positive financial situation. Its sharp increase is evidenced by the appearance of unlikely debts, a decrease in the solvency of buyers and a decrease in the liquidity of working capital.

Cash is the most liquid part of assets. However, too large a sum of this substance is also not considered a positive condition. This situation expresses the fact that financial management is not well established, the effectiveness of the use of financial resources is low.

The authorized capital is the most stable item of the balance sheet. A sharp change in its amount explains the changes in the activities of the enterprise. Also, the significant increase in authorized capital also represents the high attractiveness of the enterprise investment.

The added capital represents the fact that the shares of the enterprise are sold at a price higher than the face value, or the presence of a positive difference in the exchange rate on foreign investments. The large amount of this article means that investors' interest in the activities of the enterprise is high.

The fact that the amount of the reserve capital article is large explains the existence of deductions from the unallocated profit to the reserve capital, the value of fixed assets has grown at the expense of reassessment, or the availability of property acquired for free. The enterprise makes up a large part of its private capital and serves to increase its financial stability.

Non-distributed profit is considered the main source of private capital growth, and the large amount of it indicates the effectiveness of the enterprise's activities. It is a key factor in the growth of net assets of the enterprise and is one of the most important data for those interested in the activities of the enterprise.

Long-term loans and debts are the main source of ensuring the financial stability of the enterprise, the large amount of which is assessed as a positive state.

Short-term loans and debts are the main source of formation of working capital, and the excessive size of its amount leads to a decrease in the creditworthiness of the enterprise as well as financial stability.

Debt to the suppliers and customers of goods is the main part of creditor debts, and the enterprise is the cheapest source of formation of material working capital. However, a sharp increase in the amount of this substance also causes financial instability. This is due to a slowdown in turnover as well as a lack of timely collection of receivables.

The fact that the amount of the loan item on payments to the budget is higher is a negative situation. Increased debt on taxes and fees causes additional pensions and fines. Strict measures can be applied by the tax authorities.

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